

DETAILED ACTION

Response to Amendment

1. Applicant's amendment filed on 2/15/10 has been entered.

Claims 7, 12-13 are canceled.

Claims 1-6, 8 - 11 are pending in the application.

Response to Arguments

2. Applicant's arguments filed on 2/15/10 have been fully considered and are persuasive see remarks on page 4 - 7, with respect to claims 1-11, and the rejection under 102(e) has been withdrawn and all the pending claims 1-6, 8 - 11, are now allowed.

Reasons For Allowance

3. The following is an examiner's statement of reasons for allowance:

Claims 1- 6, 8 - 11, are allowed. The prior art to August (US. 6,503,188) discloses rollable health care displays. August reference lines 12-17 describe a visual display member 404, which is viewable for a bed 402. Lines 52-61 describe how a biophilic scene 705 is displayed on visual display 704, how audio is provided from a sound emitting device 718 and how scents are provided for a scent emitting device 724.

However, while this portion of the August describes visual, audio, and olfactory sensations. August fails to teach selecting comprising at least one identifier element comprising predetermined data for reading the data comprised in the identifier element, as recited by claim 1, the prior art of record fails to teach either singularly or in combination, fails to anticipate or render the above limitations obvious.

4. Any comments considered necessary by applicant must be submitted on later than the payment of the issue fee and to avoid processing delays should preferably accompany the issue fee. Such submissions should be clearly labeled, comments on statement of reasons for allowance.

Contact Information

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SHEELA C. CHAWAN whose telephone number is (571)272-7446. The examiner can normally be reached on 7.30- 5.00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vikkram Bali can be reached on 571-272-7401. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free)? If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Sheela C Chawan/

Primary Examiner, Art Unit 2624

3/26/10